

New Order

Agency: Strategic Media Services
Office: Arlington
Client: 681 - Durant for Delegate
Product: 768 - candidate

| | |
|---------------------------|------------------------|
| Station: | WJLA-TV |
| Order Type: | Normal |
| Cancel Date: | |
| Received in ePort: | 10/26/2021 10:43:07 AM |

Flight Start: 10/27/2021
Flight End: 11/02/2021
Hiatus:

Piggyback Product:

Estimate: 8288 - Durant DC TV:

Received in ePort: 10/26/2021 10:43:07 AM

| | |
|-----------------------------|------------|
| Airtime Dollars: | \$6,375.00 |
| Interactive Dollars: | \$0.00 |
| Non-Airtime Dollars: | \$0.00 |
| Total Dollars: | \$6,375.00 |
| Total Spots: | 6 |

Primary Demo:

Local/National: Local
Rep Office: WJLA-TV
AE: Mark Afshar - Manager

Demo 2:

Demo 3:

GRP: 0.00

CPP: \$0.00

GIMP: 0

CPM: \$0.00

Comments:

Terms of Sale: Electronic invoices preferred.
TVInvoices.com EI Number: 9912521
Marketron Code: EI141074

Daily Airtime Lines

| Line No | Daypart (Program) | DPT Code | Rate | C/T | Len | | | | | | | | | Total Spots | | | | |
|--|--|----------|------------|-----|-----|-----------------------------|-------|------------------------|-------|-------------------------------|------|-----------------------------------|-----|-------------|-----|-----|--|--|
| | | | | | | 10/27 | 10/28 | 10/29 | 10/30 | 10/31 | 11/1 | 11/2 | Rtg | CPP | Imp | CPM | | |
| 1 | WThFMTu 6A-7A GOOD MORNING WASHINGTON 6A | EM | \$525.00 | C | 30 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 3 | | | | | |
| 4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WASH 600A Mo-Fr 6:00a-7:00a IN LPNov/2020LS ON WJLA. | | | | | | | | | | | | | | | | | | |
| 2 | WThFMTu 5P-6P ABC 7 NEWS @ 5P | EN | \$1,200.00 | C | 30 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | | | | | |
| 4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 5 Mo-Fr 5:00p-6:00p IN LPNov/2020LS ON WJLA. | | | | | | | | | | | | | | | | | | |
| 3 | WThFMTu 6P-6:30P ABC 7 NEWS @ 6P | EN | \$1,800.00 | C | 30 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | | | | | |
| 4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 6 Mo-Fr 6:00p-6:30p IN LPNov/2020LS ON WJLA. | | | | | | | | | | | | | | | | | | |
| Total Spots: | | | | | | 2 | 2 | 2 | 0 | 0 | 0 | 0 | | | | | | |
| Cash\$ - Spots: \$6,375.00 - 6 | | | | | | Trade\$ - Spots: \$0.00 - 0 | | Total Cost: \$6,375.00 | | Total GRP - CPP: 0.0 - \$0.00 | | Total GIMP(000) - CPM: 0 - \$0.00 | | | | | | |